

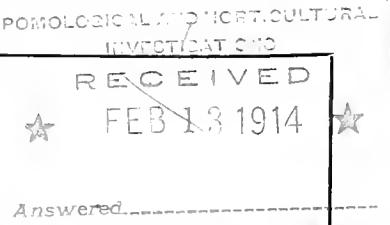
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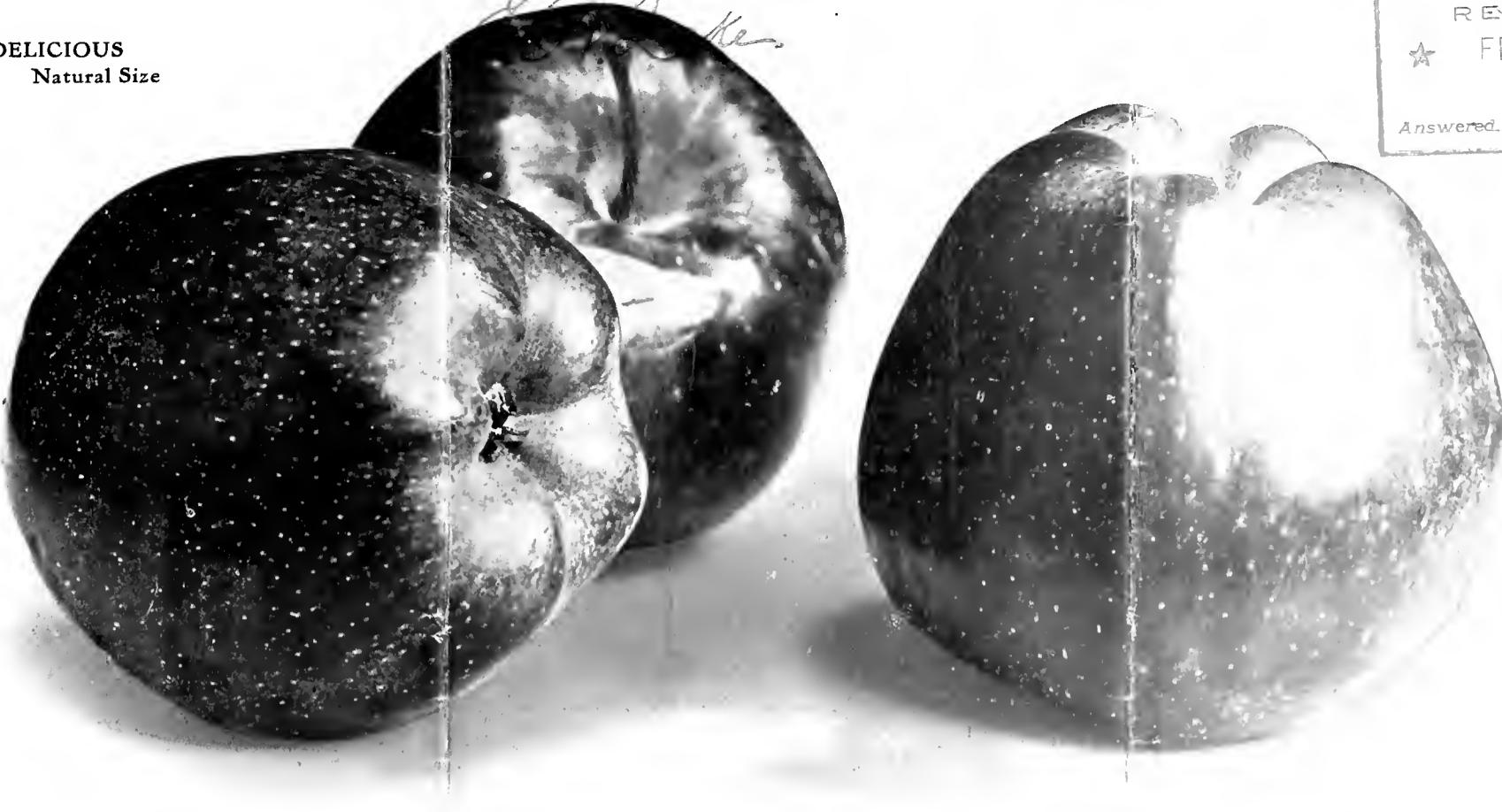
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1914

INDEXED



DELICIOUS
Natural Size



We offer you DELICIOUS Apple Trees Propagated from the Orchard which Grew these Prize Winning Apples. Think what that Means to You.

What Will Apples be Worth in Nineteen Hundred Twenty?

With Population nearly doubled and apple prices going higher each year, we are producing only half the apples grown fifteen years ago.

So in 1920, isn't it reasonable that Fancy "Delicious" and "Stayman" should bring \$2 to \$4 a bushel box? Jonathans, Winesaps, Roman Beauties, McIntosh Reds and York Imperials should bring only a little less. Plant 500 apple trees of the right varieties this season and with proper location and good care these

trees in six years should yield four to six bushels each, and every year to follow will bring a larger crop. In 1920, this would mean a net profit of \$3 to \$10 per tree, a yearly income of \$1500 to \$5000 from 500 trees. Less than ten acres will do it.

What Prominent Authorities Say About the Apple Situation

Colorado Authority—The total possible output of all the western apple growing locations, including Colorado, Utah, Idaho and Washington, if all the fruit valleys were planted solidly in apples, has been closely estimated at 2,500,000 boxes or 10,000,000 barrels. This is probably twice as large a figure as the actual production will ever reach, but even at that there is 7,000,000 barrels less than the average deficiency.

E. R. Lake, of the U. S. Pomological Society:—I believe the apple growing industry is decidedly brighter for the future. The proper locations and soil offer a very promising investment in fruit growing.

E. G. Favor, Editor of Fruit-Grower and Farmer:—I know of no greater future than the apple growing industry at this time. With the big decrease in the country over in apple trees, the increase of our population and the increase of apple consumption, we are facing an era of the highest priced apples ever known. The man who plants an apple orchard now and cares for it, cannot fail to reap a golden harvest.

U. S. Dept. of Agriculture:—Startling statistics show that from the year 1900 to the year 1910, there was a loss of approximately 25 per cent of all our apple trees in United States, and a big decrease in production of apples. Read the figures below:

This is the Best Year to Plant Apples

The figures of the U. S. Dept. of Agriculture show that from 1900 to 1910—ten years—more than 50,000,000 apple trees have gone out of existence and this loss in dollars and cents amounts to \$65,291,000. In the United States during a twenty-year period, the number of trees were as follows:

Year	No. of trees	Value
1890	120,152,795	No record
1900	201,794,642	\$147,522,000
1910	121,323,000	82,231,000

From the following figures upon apple production, it will be seen that there has been only one year in the last sixteen, when the supply of apples approached the demand. The average annual deficiency of supply under the normal demand for apples in the United States has been almost 17,500,000 barrels. Indications, so far as the East is concerned, are that the supply will continue to shrink. The export demand has been greatly increased since the Western apples, free from worms and packed in boxes have been available, and it is predicted that inside ten years Europe will be using annually 10,000,000 boxes, equivalent to 4,000,000 barrels of American apples.

The figures of the Dept. of Agriculture on Apple production:

Year	Total Crop Barrels	Market Demand Barrels	Surplus Barrels	Deficiency Barrels
1895	59,000,000	45,000,000	14,000,000
1896	68,000,000	48,000,000	20,000,000
1897	42,000,000	50,000,000	8,000,000
1898	22,500,000	50,000,000	27,000,000
1899	38,000,000	50,000,000	12,000,000
1900	47,000,000	52,000,000	4,500,000
1901	27,500,000	52,000,000	24,500,000
1902	45,000,000	53,000,000	8,000,000
1903	44,000,000	53,000,000	9,000,000
1904	44,000,000	53,000,000	9,000,000
1905	24,000,000	53,000,000	29,000,000
1906	35,500,000	54,000,000	18,500,000
1907	25,000,000	54,000,000	29,000,000
1908	24,500,000	55,000,000	30,500,000
1909	27,000,000	55,000,000	28,000,000
1910	26,000,000	55,000,000	29,000,000



One Year Apple Trees

"The finest one-year trees I ever saw", says an Arkansas planter. Note the splendid growth,—shapely bodies,—vigorous roots—every tree perfect. The ideal foundation for your Orchard. If it is results that you want, plant these trees.



Two Year Apple Trees

"Never saw such wonderful roots", says a big Apple grower in Virginia. You'll say the same when you see these trees. It's the result of good parentage, scientific methods, and the celebrated Arkansas Valley soil.

The Winfield Nurseries, J. Moncrief, Pres., Winfield, Kansas

Its the Opinion of Planters Which Really Counts

Can you doubt the record of these customers in twenty-six states and two foreign countries? These letters came unasked, and are probably the most remarkable endorsements ever received by any nursery. Moncrief trees have stood the test of over 50,000 planters. They'll make good for you.

Arkansas Planter Well Pleased
I was more than pleased with our first lot of trees and with Mr. Gipple's most favorable opinion of your nursery. So every single tree I plant here, I expect to buy from you and wish to put in the balance of my order just as soon as I can.—Horace W. Thompson, Gen-try, Arkansas.

Finest One-Year Apple
Just received those magnificent one year apple trees. I consider those the finest trees, age considered, I have ever seen.—A. E. Allen, Mammoth Springs, Arkasus.

Never Planted Finer Trees
Your trees came all O. K. and I will say they are the finest lot of trees I ever saw—no fault with them at all. If I can ever do you any good I certainly will do so. Thank you very much for your kindness in sending me such nice stock.—M. L. Bailey, Eureka Springs, Arkansas.

Replanting Barren Orchard
This country has 2,000,000 apple trees. Most of them were grown from old scion orchards that never bore an apple. Many orchardists, to save a few cents at the beginning, bought these cheap trees, and now have bearing orchards that are usually barren.

I bought one of these orchards and have cleared out 300 out of 800 and am going to take out every one that doesn't pay and Winfield trees will take their places.—R. T. Osborn, Bentonville, Arkansas.

Moncrief Trees in Arizona
The order shipped arrived in good condition on the 7th and was in the ground before night. Growing today. This is as I like it. People are coming to me every day now making inquiries about the pedigree stock of the Winfield Nursery.—Geo. M. Smith, Phoenix, Ariz.

Making Good in California
Your trees are showing signs of growth although only planted a few days. I want to say that I have never seen nursery stock with such a fine root system as these trees possessed. Trees that I purchased from a leading nursery company here and planted out six weeks ago show little more symptoms of growth than the trees just planted from your nursery. I attribute this to the better root development of your stock.—O. H. Myrick, Los Angeles, California.

The Way They Grow in Colorado
My order of trees came in fine condition. They are the finest cherry trees, quality and condition considered, I have received in twelve years planting. I thank you for careful attention to my order.

A Year Later—I am so well pleased with the cherry trees and the way they grew that I will probably want 150 or 200 more this season.—G. J. Kirkton, Canon City, Colo.

The Talk of Everybody

My experimental orchard was the talk of the whole community last season. Trees never succeeded nor looked better in any locality—not a tree of yours died.—E. S. Lake, Peyton, Colo.

Likes Our Way
The elm trees which you shipped me on the 4th arrived in good shape. I wish to thank you for these and incidentally to compliment you on your way of doing business.—H. L. Woolfenden, Denver, Colo.

More Than Pleased in Georgia
The trees arrived in fine condition. I must say I am more than pleased with them. They are beauties.—A. G. Haughey, Athens, Georgia.

Highest Endorsement
Before Ordering—I think that for your satisfaction you ought to know that in reply to a recent confidential inquiry made of the U. S. Bureau of Plant Industry, they have made what I consider a very flattering report of your reliability, and endorse your methods of propagation.

After Ordering—Trees arrived in perfect condition and the quality certainly looks fine. I am certainly much pleased.—Wm. K. Barnore, Cornelius, Georgia.

How They Grow in Illinois
I am glad to say that I did not lose a tree shipped me last spring of your stock. I will plant about nine acres next spring and they will all be Winfield trees.—B. H. Halley, Chicago, Illinois.

Shapely Trees and Fine Roots
The apple trees came in splendid condition and were fine thrifty young stock. The trees were shapely and root system fine. I am pleased and satisfied with all the stock you have sent me.—Geo. A. Flesner, Peoria, Illinois.

Hottes Elberta Being Fine
The hundred little Hottes Elberta peach trees you sent me last May all lived, but six. They never have had a rain, that would wet the roots, but they have done fine. I am wanting some more trees and I don't know where I would rather send than to you.—Dr. G. N. Gilbert, Peru, Illinois.

Quality Counts in Indiana

The Wealthy just received. If the balance are of equal quality, I will consider myself very fortunate in selecting trees from your nursery for a small orchard.

It is now the best in the vicinity.—R. F. Ferguson, Crestline, Kan.

Best After Fourteen Years.

About fourteen years ago, I purchased trees from your nursery for a small orchard.

It is now the best in the vicinity.—R. F. Ferguson, Crestline, Kan.

Fines in Kentucky

The Rome Beauty and Winesap trees were received in splendid shape and am more than pleased with them. We set them out in the best of condition, and all hands agree they are the finest trees ever in our part of the country.

There was not a scratch on any of them. Please accept our thanks for your efforts in the interest of the fruit-grower.—F. N. Arvin, Valparaiso, Ind.

A Fine Lot of Trees

Trees arrived and are as fine a lot of trees as I have ever seen.—E. W. Austin, Winchester, Ind.

Quality and Service in Iowa

For good stock and promptness you cannot be excelled. Everything I got from you was good and I don't think more than two per cent failed to grow and of apples, perhaps less than one per cent. This elegant and good luck I attribute entirely to the good and healthy stock, fine and careful packing and quick transportation.—Wm. Hellberg, Marshalltown, Iowa.

Remarkable Growth in Idaho

I am very much pleased with the stock of trees I received from your nursery. I have peach trees that have made a little better than four feet and my yearling Jonathan discount anything I have seen in the valley so far, making about four feet growth. The cherries are fine. Out of forty apples, forty lived, 100 per cent.—F. C. Stolzenburg, Emmett, Idaho.

The Way They Grow in Missouri

The peach trees planted last year are all growing in fine shape, and just think, every one of those "baby" trees are full of buds and ready to bloom.—Wm. Hellberg, Koshkonong, Mo.

If You Live in Kansas

I have set out twenty of the Jonathan apples and they were fine. There was not a cul in the two bunches and they were headed just right. Stocky, with clean roots and headed low. I like them budded too,—best apple trees I ever had. H. L. Miller, Galena, Kansas.

Never Saw Better One Year Olds

The trees sent me came all right and I will say I never saw better one year old in my life and I was foreman on a large nursery for several years in Illinois. They were simply fine.—S. C. Glover, Anderson, Mo.

Success with Speciosa Catalpa
Wish to say that the Catalpa Speciosa bought from you last spring were even better than I expected to receive, could not ask for better, and they made excellent growth in spite of the dry weather.—Edmund L. Burton, Coffeyville, Kansas.

First Order Brings Another

We just finished setting out \$40.00 order of trees and were so well pleased with them that we will say some more. We enclose another order for \$20.00 which please send immediately.—Mrs. L. F. Wren, Kincaid, Kansas.

Moncrief Stock Worth Double Others.

I ordered from four different nurseries and find your plants far superior to anything I received from the other nurseries. I don't see how you can grow such roots on the gooseberries and currants. I will want to buy about \$150 or \$200 worth next spring and will say that I will never buy from any other nursery, as your plants are worth double price of others.—W. H. Montgomery, Concordia, Kansas.

How They Grow in Oklahoma

I am glad to say that I did not lose a tree shipped me last spring of your stock. I will plant about nine acres next spring and they will all be Winfield trees.—B. H. Halley, Chicago, Illinois.

How Hottes Elberta Pays

My half acre of Hottes Elberta just three years old bore 130 bushels this year—over 2½ bushels per tree. One tree bore over 4 bushels and there was not a single loafer among them. My crop sold for \$1.50 per bushel while common Elberta sold here for only 75¢ to 85¢.—T. C. Price, Winfield, Kansas.

Never Saw As Fine a Lot

The trees are a fine lot and I thank you. Two men who helped me have had a good deal of experience and each said, "the finest lot of trees I have ever seen."—H. L. Woods, Topeka, Kansas.

Best After Fourteen Years.

About fourteen years ago, I purchased trees from your nursery for a small orchard. It is now the best in the vicinity.—R. F. Ferguson, Crestline, Kan.

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The trees sent me came all right and I will say I never saw better one year old in my life and I was foreman on a large nursery for several years in Illinois. They were simply fine.—S. C. Glover, Anderson, Mo.

Rome Beauty Bears First Year After Planting

Albuquerque, N. M.

Dear Sirs:

It occurs to me that you may be interested in seeing the enclosed negative. The picture shows myself and a Rome Beauty tree carrying four apples. The tree was bought from you, planted in April 1912, and the photograph was taken in August 1913.

O. B. CLARKE



Hottes Elberta Bears When Others Fail

I planted one of your Hottes Elberta Peach with in fifty feet of several eight year old Elberta peach trees belonging to my neighbor. These trees have the best of care, but bear small and irregular crops. Last year the crop was a failure on these eight year old Elberta trees while my little Hottes Elberta, planted only the year before matured thirteen peaches.

The peaches averaged over 10 inches in circumference, were a beautiful color, and much finer grained and sweeter than any Elbertas ever grown on my neighbors trees.—J. W. GROOM, Winfield, Kansas.

Fine as I Ever Saw

Received my trees and they are as fine as I ever seen.—Leopold Rauch, St. Louis, Mo.

A Michigan Grower Well Pleased

The trees you sent me last year were the most satisfactory of any trees I ever bought. I shall want enough trees to set a large orchard this fall.—Dr. W. P. Morgan, Saginaw, Mich.

One Year Apple Simply Marvelous

Nursery stock received in good condition. I consider your stock the finest I ever received in an entire lot of sixteen trees planted this year.

Euthynsinic over Japan Dwarf Peach

I shall continue to plant every dollar

—so well rooted. The trees I got of

you two years ago are looking fine and

one Jonathan has some fruit buds on it now.

I will not buy scrub trees again

—they are like razor back hogs, not

much profit—time lost and money gone.

—A. G. Jacks, Carroll, Ohio.

Successful in New Jersey

All of the 258 Apples that I bought from you last year have lived and made a dandy growth.—J. M. Lancaster, Rockford, Nebraska.

Two-Year Jonathan Show Fruit Buds

The trees arrived and they are a fine lot—fine and well rooted. The trees I got of you two years ago are looking fine and one Jonathan has some fruit buds on it now. I will not buy scrub trees again

—they are like razor back hogs, not

much profit—time lost and money gone.

—A. G. Jacks, Carroll, Ohio.

New Mexico College of Agriculture

The shipment of trees came through in first class condition. They had been packed for a long journey and the packing was still quite moist. As for the trees themselves, they are fully up to our expectations. In fact, they are decidedly the best large shipment of trees that has come into this valley for a number of years.—Luther Foster, Director, State College, New Mexico.

Best in the Valley

Received your trees on the 20th inst.

Came in splendid shape. I like them fine.

I was told they are the best nursery stock shipped into this Valley.—Homan Arnold, Animas, N. M.

Delighted

Just received the trees. I think they

are just fine. I shall be glad to do you

all the good I can.—L. G. Iners, Guy-

mon, Okla.

Winfield Raspberry Sent to England

The box of Winfield Raspberry plants came to hand last week. It appears that they got lost after landing at Liverpool and the middle headed porters for-warded the box to Dolgellau in North Wales and then here. When we opened the parcel we found the contents

still damp and in excellent condition.

I never saw anything with such roots.

They are a revelation to our home grown stuff.—Prof. C. W. Jones, Begelly, Wales.

Never Handled a Finer Lot

The trees arrived in fine condition and I would say that I was very well pleased with them. During my many years of experience at commercial orcharding I have set out many thousand of young trees, and I can truthfully state that I never handled a finer or more uniform lot of nursery stock than the above mentioned order.—F. M. Edwards, French, N. M.

Making Good in New Mexico

Trees arrived here in good shape March 9th. I think they were the finest lot of trees that ever came into this Valley. You surely will have my order next year.

A year later—All trees received in good shape and they certainly have a nice root system. The last bunch of Rome Beauty were beauties. You will have my order again next year.—John Block, Santa Cruz, N. M.</p

Maryland ~~is~~
The trees arrived in time more than six weeks ago.

A Plain Talk on the Nurseryman's Duty to the Fruit-Grower

J. Moncrief champions the rights of the Fruit-grower and condemns methods harmful to their interests in a paper read before the Western Association of Nurserymen. Reprinted from a recent issue of "American Fruits."

"I have an orchard of 1000 trees," writes a man over in Missouri. "They have all come into bearing and I never did get the varieties I ordered, except in two or three instances."

Here are two paragraphs in a letter we received from a fruit grower down in Benton County—the big apple section of Arkansas:

"This county has 2,000,000 apple trees, many of them were grown from so-called scion orchards that never bore an apple. These trees sold for 5c and less, and the orchard men, to save a few cents in the beginning, now have orchards that are usually barren.

"I bought one of these orchards, and have cleared out 300 out of 800 trees, and I am going to take out every one that doesn't prove productive."

A lot of folks have been taught to believe that differences

in bearing trees of the same variety are all due to local conditions—soil, climate, care, etc. But an orange grower in California took the trouble to keep a record of every tree in his orchard. He found to his astonishment that 15 per cent of his trees were producing the bulk of his crop. What about the other 85 per cent—trees of the same variety, under the same identical conditions?

These are but three of many instances that have come to us—instances of lost labor, lost expense, lost profits and discouraged fruit growers.

That's why we are fighting before the American Nurserymen for higher standards and advocating laws that will give the fruit-growers better protection. Our constant purpose is to make it possible for every planter to get better fruit and more of it from every tree planted.

(Extracts from paper by J. Moncrief, read before Western Association of Nurserymen, at Kansas City.)

The nurseryman should be a professional man whereas he is not even a good business man, because like a doctor or lawyer, his constant calling is one of great trust by his client, and whereas the client is soon aware if he is not getting satisfactory service from his doctor or lawyer, he may deal with his nurseryman for eight or ten years to find out that his trust has been misplaced and that he has lost ten years of his lifetime and a large sum of money, for his loss must be a number of times the first cost of his tree.

Wrong Methods

Again, many of them have tried to maintain a double standard of honesty, that is, that they personally were strictly honest but they would not hesitate to hire a tree dealer, and though they would not trust him with their own pocketbook in making their collections, they are quite willing to trust him with their name. The tree dealer would explain to them that he knew how to go out and skin them. He made no bones of the fact that he skinned the people, but he would tell them he and his gang of skinners that went with him could sell \$25,000 worth of their goods, and so they hired him and put him out, proceeded to wash their hands and say to themselves in all seriousness: "It's too bad those fellows do business that way. I would not do it." The nurseryman who has adopted this plan, is, in my judgment, equally guilty with the tree dealer who has performed the act.

Behind the Times

The haphazard methods of nurserymen have caused their business financially to be a failure; has caused a profession which should be at the top of the list for esteem, to be almost looked down upon and despised and classed as the worst of grafts. How many of you have seen the look of surprise come over the other travelling man's face when you are riding with him in the Pullman or stopping at a first class hotel and noticed the tendency of him to move over just a little and give you more room?

We go to the convention and taffy each other, banquet, and sight-see, and really convince ourselves we are a progressive lot. Whereas, we are fifty years behind the time. We are in a rut. We have progressed only as we have been driven to progress. You say we have progressed in the way of grading and eliminating diseased stock. It is

because we were driven to this field by what we thought was some mighty hard legislation of some of the states, which wanted better trees.

Consider the Planter's Welfare

So, all of our discussion, committee work, and appropriation have been made for our own selfish purpose in trying to immediately increase our own profits. Until as a trade, we waken up and accept the more modern call that is being heeded by business men and professional men in all other lines, to think of the welfare of the other people, we will not progress in our business.

Better quality trees and paying more attention to their parentage will, it is true, cost us a good deal of money and will, it is true, give us no immediate benefit, but this is an age of scientific advancement, an age when the requirement is for full efficiency, an age in which, if we do not progress in the nursery business and inaugurate new methods, our business will be revolutionized from without. Just as business methods of selling stock has been revolutionized in Kansas by the Blue Sky Law, you can already note a movement in that line by the law that was proposed in New York legislature a year ago. The trade paper, American Fruits, describes this measure under the caption, "Unreasonable New York Legislative Measure," and nurserymen, one and all, wrote in and joined in on the condemnation of such a harsh law. I could not take that view of it. Instead, I wrote, as many of you may have noted, that the nursery business had not kept pace with other industries and that if the nursery business could not be put on a new and higher standard of our own volition, we may be benefited by being compelled to adopt higher standards.

Must Adopt Higher Standards

I believed it is necessary to adopt such standards as will insure trees being true to name, and that although even then some mistakes would be made, but after all as a matter of equity and fairness, should not the man suffer the loss who is responsible for the mistake?

Trees From Known Parentage

Your association is interested in the future of your business. You cannot jump into improving the quality of trees and growing them all from known parentage or true to name in a year, nor in several years. You will never make a score in this line nor take it up if you are only interested in the nursery business from a financial standpoint. Fi-

nancially, I should not say it was a good present investment, but if you love the business and want to do something to help revolutionize a business, and bring it up where it rightfully belongs, then I should say you should become interested in growing trees from known parentage or true to name.

Time is too short to go into detail and quote as could be done, from the leading scientific men and horticulturists of the country, their views and experiences in this matter which has demonstrated beyond a doubt, that better trees can be grown by propagating them from special individual trees or superior characteristics such as young bearing, color, and quality.

You Can't Grow Figs From Thistles

While we, of course, must all admit on the start that environment such as soil, water, climatic influence, pruning, and spraying cause not only a large part but the chief part of any tree to be successful. You cannot bring out of a tree that quality which it does not possess by inheritance, and this has been demonstrated in the work of a number of us who have paid some attention to the observation of scoring trees.

Some Trees Always Pay

We just take time to quote one example from an article of Citrus Trees by John Y. Beatty in the last number of the Fruit-grower and Farmer in which he says: "In a Dixon grove of Marsh's seedless grape fruit, 123 trees out of 500 have been found to be unproductive. These 123 trees have given an average yield by actual measurement, of one picked box but the trees were poor, mostly unsalable fruit, while the other 377 have yielded an average of 16 picked boxes per tree of the highest grade, selling at \$7.50 per box in New York." Prof. Shammel has found that the trees yielding well one year, are the ones that always bear a paying crop and those that give a poor yield are chronic shy bearers.

Should Employ a Scientist

If we are to have better quality trees and better parentage trees, we must study these questions. We must spend our money in investigation and proof of them. We should hire the best scientific botanist that could be hired. Place him upon a demonstration farm and set him to work to investigate those unknown qualities and unknown habits of tree fruit, with a view of maintaining the quality that we have, of increasing the good characteristics and of giving our clients the best that can be had.